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### RESEARCH ARTICLE

#### EXPLORING DYNAMIC EFFECT OF SALES PROMOTION ON CONSUMERS: A REVIEW

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#### Abstract

The recent trend in marketing is customers focused which is intended to fulfill diversified needs, wants and satisfying them. The consumer during purchase evaluates various marketing factors which add value to product either by saving money or providing added benefits. Retailers in this digital era adopt promotional strategies (sales promotion) on routine bases, to persuade and stimulate consumers to buy. Since decades large number of studies has been performed by various authors describing significance of sales promotion. This study elaborates the research conducted in recent years in context with sales promotion techniques and its effectiveness among consumers by reviewing 22 research papers. Sales promotion techniques includes coupons, rebates, price packs, premiums, frequency programs, prizes (contests, sweepstakes, games), patronage awards, free trials, product warranties, point-of-purchase (P-O-P) displays and demonstrations etc, which produce quick results as it boosts sales quickly and make customer loyal in long run. It was evident from past researches review that sales promotion had positive and significant influence on consumers towards purchasing similar or differential products of varying quantities from diversified segments of market. Thus, marketer by selecting combination of sales promotion techniques can exaggerating sales and generate profit.

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#### Introduction:-

A wide number of studies on sales promotion have been reviewed since past decades discussing its significance in the present business scenario. Sales promotion is always fascinating and dynamic field of study both for marketers and retailers understood well through its models and theories. Brassington and Pettitt (2000) explained that sales promotion includes a range of marketing techniques designed within a strategic marketing framework to add extra value to a product or service over and above the 'normal' offering in order to achieve specific sales and marketing objectives, this extra value may be a short-term tactical nature or it may be part of a longer-term franchise-building program. Further, Kotler and Keller (2012) stated sales promotion, as a key ingredient in marketing campaigns, consists of a collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade.

The sales promotion techniques are widely considered by almost all the retailers to promote products to the customers in the market. The customers get stimulated and make decision to purchase based on available sales promotion schemes with products. According to Hawkins et al. (2001) consumer behavior is the study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of products,

service, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society. The buying decision of consumers is influenced by sales promotion as they gain additional advantages either in price form or non-price of promotion. Kotler and Keller (2012) have categorized sales promotion techniques on the bases of consumer, business and trade in order to understand better implications in each segment.

The paper is a review study where descriptive research was conducted with 20 research papers and articles belonging to time period 2009-2022 which were thoroughly studied on the bases of key factors, statistical tool applied, key findings and publishing journal.

### **Research Objectives:-**

1. To understand the sales promotion and its techniques.
2. To find significant sales promotion techniques and its impact on consumer purchase decision through review of literature.

### **Review Of Literature:-**

The paper has undergone review of previous research papers and articles of theoretical and empirical perspective in the field of sales promotion, its techniques and significant effect among consumers. Sales promotion an effective promotional technique as it satisfies specific demand of consumers providing opportunity to get more than expected, thus considered as integral part of consumer decision making. The managers have spurred the applicability of sales promotion in their business in order to gain satisfaction of consumers.

Large number of researches has been performed describing sales promotion and its effectiveness, among them the significant from past 10 years have been considered for review in the study. It was evident from the findings of previous researchers that sales promotion techniques are essential factor of marketing as its significance is found in all stages of consumer buying decision. Review of previous studies has been summarized in the Table 1 (Refer Table 1).

1. According to Palazon and Delgado-Ballester (2009) effectiveness of promotional strategy were examined taking into consideration price discount and premium promotion. Price discount was commonly employed in comparison to others as had perception of reduced price. Experimental research was conducted to analyze interaction effect of effectiveness on promotional benefit level (low, moderate and high) and promotional type which provided differential results in each level. Thus, the study assists managers in designing significant strategy for their products.
2. Nochai and Nochai (2011) in their study analyzed sales promotion factors effect on purchasing portable PC's or Notebook of selective companies. Among the various sales promotion factors offer member card for discount, extended warranty period, bundled with scanner, billboard, leaflet and installment were considered in the research. The statistical test results revealed that sales promotion has significant impact, as customers purchase depends on the benefits gained from considered factors. On regular bases if sales promotion factors are considered market share of product will increase and customer needs may be satisfied.
3. Ullah and Islam (2011) had undergone extensive study on understanding effect of warranty on electronic purchase. Warranty was examined taking into consideration its key variables which include Service Provider's Accountability, Reliability of Product, Long Term Warranty, Short Term Warranty, Branded Product, Non-branded Product, Country of Origin and Risk Reliever. As warranty plays significant role in buying thus most of the variables were found significant and considered by consumer while purchase. Marketers while designing strategies should consider above variables to stimulate products sales.
4. Jones and Smith (2011) accessed effect of point of sale (point of purchase) on purchase (alcohol) among young people. Three different locations Consumers (metropolitan, regional and rural) were considered in the study. It was evident in the research that point of sale has influence on purchase when free gift offers and price discount offers were provided to customers and also intended them to buy more. It was also observed that consumer's recalls previous promotion offers when the new purchases were made. The consumption of alcohol may vary due to demographic change in age, gender and geographical location as needs vary. The study assist helps dealers and distributors in framing policies and strategies to stimulate sales.
5. Ettl-Huber and Steurer (2012) analyzed effect of sweepstake and contest on radio audience. Sweepstake and contest techniques of sales promotion are widely considered in various product segments but are rarely noticed in radio marketing. As the listeners served well with advertising, media, brand recognition and prizes that attract them most. The research analysis interpreted that both sweepstake and contest have positive influence towards

- existing listeners but insignificant to gain attention of new audience. The repeat listeners were exaggerated may be due to cash prize distribution. Creative designing of marketing strategy on the bases of sales promotion technique may attract new listeners.
6. According to Rizwan et al (2012) impact of promotional tools was studied on buying behavior taking into consideration some specific tools like free samples, buy one get one free, price discount, coupon and physical surroundings relationship. Promotional tools attract customers, increase their intention to buy and exaggerate product sales. It thus reduces marketing efforts of retailers and gains customer satisfaction. Free sample and coupon where insignificant factors others were found significant may be the customers perception of low quality. The customers behavior can be better examined if above mentioned tools are considered well in advance.
  7. Chaharsoughi and Yasory (2012) examined effectiveness of sales promotional tools towards customer attention. The positive perception of consumer builds due to attention towards product results into purchase. This study focused on automobile sector, which search new buyers along with existing and also make all the efforts to retain customers becomes essential to understand every step of buying decision. Influence of sales promotion was measured on the bases of theories which have proved its effectiveness. The statistical outcome provided similar results that sales promotion tools are significant in stimulating customer attention to buy automobiles.
  8. Salvi (2013) examined effectiveness of sales promotion tools towards branded apparels. The sales promotion tools include: discount, price off and buy one get one free. Effectiveness of these tools were analyzed on seven buying responses which includes: visit to store, product trial, product purchase, purchase acceleration, stock piling, spending more and brand switching. All the considered promotional schemes were found significant towards visit to store and purchase, purchase acceleration was effective with discount and price off. The other buying responses were insignificant towards either of promotional tools. It was evident that none of the promotional tools were significant for all considered behavioral responses. The study provides deep insights of behavior of consumers towards apparels.
  9. Gupta and Singh (2013) conducted perpetual mapping and studied relative effectiveness of sales promotion tools and techniques. Products of different segments (fast moving consumer goods, consumer durables and services) were selected to examine impact of sales promotion tools and techniques. Buy one get one free (BOGOF), sweepstakes, free trials, sample, price packs, price discount, coupons, product warranty, premium, refund offer, seasonal offers, free gifts and tie-in promotion techniques were considered in the study. Later for business service premium and refund offers were found to be effective. Perpetual mapping was also studied, which was prominent between two brands Godrej and ITC for fast moving consumer goods and observed that consumers shown high interest towards buy one get one free technique. In case of consumer durables, perpetual mapping of LG and Sony brands for product warranty interpreting customer loyalty. Lastly, perpetual mapping for business services of Ford and Tata Motors brand explained that premium compel customers to buy.
  10. Khan (2015) in his research examined the cosmetic purchase decision of women. He emphasized on investigating impact of sales promotion and advertisement on buying. Various factors of both the considered promotional strategies were analyzed to know which is most preferred by women. It was observed that advertisements were above sales promotion and consumer's ranked brand name at the top followed by others. In contrast recommendation of sales person was at first in case of sales promotion. It was revealed from the result that both promotional techniques were significantly preferred by women and lead to purchase.
  11. Weerathunga and Pathmini in their research expressed sales promotion techniques and its influence on impulsive buying behavior. Impulsive buying is unplanned form of buying which is done randomly by consumers. When the customers get sales promotional offers along with purchase their urge to buy increases and lead to purchase. The study was conducted in super market with price discount, free sample, buy one get one free and loyalty as considered factors of sales promotion. The evaluation interprets significant result towards all variables thus stimulates impulse purchase. Appropriate selection of these techniques increases consumer response, adding products count.
  12. Santini et al (2015) in their research analyzed effect of sales promotion on perceived value and purchase intention. Both monetary and non- monetary form of sales promotion were considered in the study along with understanding direct relationship of perceived value with promotion attractiveness. Large size samples were approached to know the responses on the basis of experimental research. The analysis resulted in significant relationship (moderating) of sale promotion between considered variables. The retail manager can better design promotional strategies considering sale promotion forms for customers.
  13. Waani and Tumbuan (2015) had undergone empirical study discussing influence of sales promotional tools on impulse buying. Consumers now a day's inclined towards random purchase in comparison with planned one. Sales promotion assists retailers in facilitating product sales and overcoming competition. Price discount, bonus

pack and in-store display are the sales promotion tools considered in the study. Significant impact was observed on buying decision for the sales promotion tools thus an effective factor which marketers consider for strategy formulation and satisfying consumers.

14. Verma (2016) examined impact of sales promotion techniques among consumers buying. The researcher analyzed coupon, loyalty program, saver pack, price pack, free sample and gift offer, saver pack offer, contest, rebate and price discount these techniques of sales promotion consumers are of most consideration during purchase. Statistical tools application interprets that free gift offer the most significant technique followed by others. Retailers adopt these techniques to stimulate sales and satisfy customers for future purchase.
15. Jallow and Dastane (2016) analyzed buying behavior of consumers to know the factors which influence purchase quantity. Sales promotion schemes are significant factor which influences consumer purchase decision. Among the various known schemes few specific were selected which has influence on consumers. The selected schemes include coupon, premium, bonus pack, free sample and price discount as these add value by providing additional benefit along with product purchase. Empirical analysis results revealed all the sales promotion schemes as significant and are effective in increased purchase quantity.
16. According to Genchev and Todorova (2017) effectiveness of sales promotion activities such as contest, premium, coupon etc. was studied towards buying durable, non durable and services. Sales promotion a significant marketing tool adding value to product and stimulates purchase. Sales promotion activities were found effective tool towards consumer buying decision for all the categories of product. Contest, lotteries and games schemes observed as most significant sales promotion tool followed by others for services. For durable goods price reduction promotion highly significant followed by premium and bonus product. Samples, bonus product and coupon found highly significant in case of non durables. Thus, it is evident that sales promotion activities are effective builds positive attitude of consumers, compelling them buy in future.
17. Liang, et al. (2017) extensively studied sales promotion effect on consumer response for organic food. In the study sales promotion programs were classified into four types: discount category, membership category, gift category and limited time offer category which were examined statistically. Chain organic stores were approached to collect the responses of consumers. It was revealed from the research analysis that discount and gift form of sale promotion were found significant effect on purchase while others found insignificant. This may be the consumers search value and cost benefit with their product. The research adopted value perspective of promotion which is becoming an essential element of marketing for retailers.
18. Chang (2017) in his research investigated effects of sales promotion on consumer involvement and purchase intention of consumers. In the digitalization era no segment of business is untapped with implementation of promotional practices in their business. This study focused on understanding effect of sales promotion on tourism industry as it is one contributing in generating revenue to the country. Both the form of sales promotion (price and non price) was examined which includes: membership promotion, preferential for second customer, buy one get one free, schedule promotion, direct discount and gift. The findings illustrate positive effect of sales promotion with high involvement of consumers and familiar with existing sales promotion practices of the segment. The higher involvement stimulates purchase intention of consumers and better sales promotion strategies may be framed for enhancing travelling.
19. Kumar et al (2018) had undergone empirical research towards understanding sales promotion techniques along with other promotion forms and consumer behavior. Free samples, bonus offer, exchange schemes, price offer, money back offer, scratch and win offer, exhibition and coupons are the sales promotion techniques considered in the study. It is observed that these techniques provide benefits to the customers thus strongly implemented in marketing practices by retailers. The findings of the study interpreted that sales promotion techniques have positive effect on consumers which stimulates them to buy. The customers expect improved quality with product price, availability of product and effective advertising of products in order to purchase the products. Thus, improving promotion practices will stimulates sales and gain customer satisfaction.
20. Ramadass and Antony (2018) study focuses on influence of sales promotion techniques on buying durables in context with demographic factors. The research was conducted during festive season as more sales promotion activities are performed by retailers and consumers buying frequency also increases. Under demographic factors age, gender, monthly and gross total income, occupation, family types and number of members are considered in their search. The statistical test revealed that sales promotion techniques have significant influence on consumers further the responses varied with demographic factors. It was also observed that all the consumers do not undergo all the stages of buying, it depends on available information and experience.

**Conclusion:-**

Sales promotion techniques adopted by marketers since long period of time and are also considered by consumers in their purchase decision. To understand significance of sales promotion extensive literature review was performed. It was evident from the review that consumers are well acquainted of sales promotion practices implemented by retailers and also stimulates their purchase decision. As sales promotion is the only promotional mix element which adds value benefits, utility benefit and cost benefit to customers as well as quickly increases sales volume. A detailed review analysis of various sales promotions is done revealing influencing factors and identified key findings. This evaluation may help all those who are directly or indirectly related with marketing. The Retailers undergoing marketing with different product categories also consider sales promotion as significant factor while designing strategies and policy for their enterprise.

**Managerial Implications**

Researches on sales promotion effectiveness has been conducted since decades throughout the world elucidating its significance in various aspects among consumers. Every stage of buying decision process is influenced by sales promotion techniques as consumers are benefitted by it directly or indirectly thus enlarging scope and applicability. The review conducted in the study summaries significant contribution of varied authors which helps in understanding deeper insights of sales promotion. Considering findings of present study, further researches can be performed on extended dimensions in order to understand consumer behavior. The study assist entrepreneur, business precisions, retailers and other marketing personnel to understand, analyze and design more appropriate marketing plans and strategies for consumers which enhance sales of goods and services and generating revenue. Further research may be carried out considering varied dimensions and magnitudes of sales promotion to get new insights.

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### Annexure 1: -

**Table 1:-** Review of Literature (Author's Compilation).

	Study	Summary	Key Findings
1.	Effectiveness of Price Discounts and Premium Promotions. <b>Palazon. M. &amp; Delgado-Ballester. E. (2009)</b> Marketing and Psychology 26 (12): 1108-1129.	Price discount and premium promotion schemes were examined adopting experimental research to evaluate effectiveness on promotional benefit levels (high, medium and low) and promotional types.	It was identified that under high level of promotion benefit price discount were more effective than premium and vice versa in case of moderate and low level of promotion benefits. On the basis of above outcome, marketing strategies and policies can be framed.
2.	The Influence of Sale Promotion Factors on Purchase Decisions: A Case Study of Portable PCs in Thailand. <b>Nochai. R. &amp; Nochai. T. (2011)</b> International Conference on Financial Management and Economics. Singapore. 11.	Sales promotion factors like offer member card for discount, extended warranty period, premium Bundled with scanner, Billboard, radio, leaflet, magazine, and able to pay by installments were considered to know their impact on purchase decision.	The sales promotion factors considered had significant impact on purchase and can help in fulfilling customer needs and increase market share for the product.
3.	Effects of Warranty on Purchase Decision of Electronic Products: An Empirical Research from the Perspective of Bangladesh. <b>Ullah.</b>	Consumers consider warranty as significant factor for purchase. Exploratory research conducted with warranty service and its	Branded product and country of origin determinants of warranty were found insignificant while other factors had positive impact

	<b>G.M.S. &amp; Islam. M. R. (2011)</b> Industrial Engineering Letters. 1(1)	determinants: Service Provider's Accountability, Reliability of Product, Long Term Warranty, Short Term Warranty, Branded Product, Non-branded Product, Country of Origin and Risk Reliever.	on consumer purchase. Warranty also ensures post purchase remedy to consumers.
4.	The effect of Point-of-Sale Promotions on the Alcohol Purchasing Behaviour of Young People in Metropolitan, Regional and Rural Australia. <b>Jones. S. C. &amp; Smith. K. M. (2011)</b> Journal of Youth Studies. 14 (8): 885-900.	Exploratory research was conducted to understand influence of point-of-sale promotion on consumer purchase. Three different locations consumers (metropolitan, regional and rural) were approached.	Point of sale has positive effect on alcohol purchase especially when free gift and price discount were offered. Discount promotion appeals consumers to buy a particular brand and sometimes with increased quantity. Consumption of alcohol had influence of demographic factors.
5.	Influence and Design of Sweepstakes and Contests in Radio Marketing as seen by Austrian Radio Managers. Media Studies 2. <b>Ettl-Huber. S. &amp; Steurer. B. (2012)</b> Media Studies 2.	Sweepstake and contest tools of sales promotion influence was examined towards radio marketing as these measures increases stay time with media. Interview was schedules to know the responses.	Both the sales promotion schemes (sweepstakes and contests) have positive influence on existing listeners along with other tools but fails to influence new listeners and non-participants. Cash prize award is found most significant leading to repeat listeners.
6.	The Impact of Promotional Tools on Consumer Buying Behavior: A Study from Pakistan. <b>Rizwan. M., Javed. M.A. Khan. M.T. Aslam. M.T. Anwar. K. Noor. S. &amp; Kanwal. W. (2012)</b> Asian Journal of Empirical Research. 3(2): 118-134.	Promotional tools such as free samples, buy one get one free, price discount, coupons and physical surroundings relationship was studied on consumer buying behavior, among students, business persons and working professionals as respondents.	Buy one get one free, price discount and physical surroundings had significant impact on the other hand free samples and coupons were found insignificant on buying behavior might be due to perception of being low quality and no extra cost.
7.	Effect of Sales Promotion as a Tool on Customer Attention to Purchase: A Case Study of Auto Maker Company. <b>Chaharsoughi. S.A. &amp; Yasory. T.H. (2012)</b> African Journal of Business Management. 6(5): 2007-2014.	AIDA theory considered for conceptual framework to study various dimensions of sales promotion along with intervening effect of customer's mood, situation and others' opinions was also studied.	Varied dimensions of sales promotion along with other variables were studied which revealed that sales promotion tools positively stimulate customer attention to purchase.
8.	Effectiveness of Sales Promotional Tools: A Study on Discount, Price Off and Buy One Get One Free Offers in Branded Apparel Retail Industry in Gujarat. <b>Salvi. P. (2013)</b> ELK Asia Pacific Journal of Marketing and Retail Management. 4(4).	Sales promotion tools like Discount, price off and buy one get one free were considered towards seven buying responses which includes visit to store, product trial, product purchase, stock piling, purchase acceleration, brand switching and spending more.	Stock piling, spending more, product trial and brand switching were effective towards visit to store and purchase, purchase acceleration along with discount and price off. Consumer had varied consideration for sales promotion tools for seven buying responses.

9.	<p>A Perceptual Study of Relative Effectiveness of Tools and Techniques Used in Sales Promotion.  <b>Gupta. M. &amp; Singh. D. (2013)</b>          Journal of Research in Humanities, Arts and Social Sciences. 4(1): 30-35.</p>	<p>Fast moving consumer goods, consumer durables and business service segments were considered for analysis. Buy one get one free (BOGOF), sweepstakes, free trials, sample, price packs, price discount and coupons were found effective sales promotion tools for FMCG's.</p>	<p>For durables: product warranty, refund, seasonal offers, free gifts and tie-in promotional techniques were significant, premium and refund offers were effective for service. Perpetual mapping for two brands (Godrej and ITC) of fastmoving consumer goods consumers shown higher inclination towards buy one get one free technique. For durables, perpetual mapping of LG and Sony brands for product warranty implies customer loyalty, for business services of Ford and Tata Motors identified that premium stimulates customers.</p>
10.	<p>A Study on Impact of Advertising and Sales Promotion on Women Skin Care Consumers in the City of Jabalpur.  <b>Khan. A. F. (2015)</b>          International Journal of Computational Engineering and Management. 18(2).</p>	<p>Impact of advertising was examined taking into consideration factors like brand name, promised effects, package, product effectiveness, celebrity, color scheme in commercial and ecological and ethical characteristics of product. Sales promotion impact was studied considering factors like products in sale, recommendation for product by sales representative or beauty professional and gift.</p>	<p>Among advertising factors brand name ranked first followed by other factors. Considering sales promotion factors sales person or beauty professional was significant while other schemes found insignificant.</p>
11.	<p>Impact of Sales Promotion on Consumer's Impulse Buying Behaviour (ibb); Study in Supermarkets in Anuradhapura City.  <b>Weerathunga.A.K. &amp; Pathmini. M.G.S. (2015)</b>          International Research Symposium Rajarata University of Sri Lanka. 321-329</p>	<p>Sales promotion techniques such as price discount, free samples, buy one get one free and loyalty were considered, as are generally preferred by consumers, for products available in super market.</p>	<p>Both male and female consumer's responses were analyzed adopting multivariate statistical technique which confirms that considered promotional techniques significantly influence impulse buying.</p>
12.	<p>Perception of Value, Attractiveness and Purchase Intention: Revisiting Sales Promotion Techniques.  <b>Santini. F.O., Ladeira. W.J., Sampaio. C.H. &amp; Falcao. C.A. (2015)</b>          Review of Business Management. 17(56): 1173-1192.</p>	<p>An experimental study was conducted with 1,161 (584 for monetary promotion and 577 for non monetary promotion) with management students to know moderating effect of sales promotion in between perceived value (utilitarian and hedonic) and purchase intention.</p>	<p>There was significant positive moderating effect of sales promotion among considered variables thus sales promotion an influencing factor.</p>
13.	<p>The Influence of Price Discount, Bonus pack, and In-store Display on Impulse Buying Decision in Hypermart Kairagi Manado.  <b>Waani. R. C.T. &amp; Tumbuan. W.J.F.A. (2015)</b>          Journal EMBA. 3(3): 420-428</p>	<p>Price discount, bonus pack and in-store display tools of sales promotion effect was observed on buying (impulse). The study was conducted in hyper mart in order to understand market.</p>	<p>Price discount and bonus pack are significant and has simultaneous effect. In-store display along with bonus pack has partial effect on impulse buying.</p>



14.	Impact of Sales Promotion Techniques on Consumers towards FMCG. <b>Verma. S. (2016)</b> International Journal of Information Technology and Management. 11(17).	Techniques of sales promotion considered in the research includes coupon, loyalty program, saver pack, price pack, free sample and gift offer, saver pack offer, contest, rebate and price discount which are mostly preferred while purchasing.	Free gift offer was found most significant technique. Saver pack offer, contest, discount offer and coupon were also observed significant.
15.	Effect of Sales Promotion Schemes on Purchase Quantity: A Study of Malaysian Consumers. <b>Jallow. H. &amp; Dastane. O. (2016)</b> Management & Marketing. 14 (2): 300-320.	Coupon, premium, bonus pack, free sample and price discount schemes of sales promotion effect was examined on purchase quantity as the schemes add value to the product.	All the considered schemes were found significant influence on consumers; price discount and free sample were observed as most effective among considered schemes. This may be the consumers can capitalize on reduced product price due to discount. On the otherhand sample provides additional product with any extra cost.
16.	Sales Promotion Activities – Effective Tool of Marketing Communication Mix. <b>Genchev. E. &amp; Todorova. G. (2017)</b> Trakia Journal of Sciences. 15(1): 181-185.	The Effectiveness of sales promotion tools such as: sampling, contest, lotteries, game, premium, coupon, discount, additional products were examined towards durable, non durable and service goods. Varied responses were found among the selected product category.	Sales promotion tools stimulates consumer buying. Contest, lotteries and games were most significant tool followed by premium and price reduction for services. For durable goods Price reduction promotion as most significant followed by premium and bonus. For non durables goods samples, bonus product and coupon found highly significant.
17.	The Effect of Sales Promotions on Consumers' Organic Food Response: An Application of Logistic Regression Model. <b>Liang. A.R., Chen. W.Y. &amp; Chung. Y.F. (2017)</b> British Food Journal. 119(6): 1247-1262.	Sales promotion programs categorized into: discount category, membership category, gift category and limited time offer category. Qualitative and Quantitative research approaches were adopted to know effect of sales promotion.	The approach for promotion program was varied among the organic stores. Logistic multiple regression resulted in positive effect of discount and gift categories of sales promotion in contrast membership and limited time offer had negative effect on organic food response.
18.	A Study on the Effects of Sales Promotion on Consumer Involvement and Purchase Intention in Tourism Industry. <b>Chang. A.Y. (2017)</b> Eurasia Journal of Mathematics, Science and Technology Education. 13 (12): 8323-8330.	Sales promotion a routine marketing activity stimulating products sales. Both (price and non-price) sales promotions considered which includes membership promotion, preferential for second customer, buy one get one free, schedule promotion, direct discount and gift.	There is remarkable positive effect of sales promotion with high involvement of consumers having more awareness about sales promotion towards tourism than low involvement.
19.	An Empirical Study on Sales Promotion Techniques. <b>Kumar. A.A., Suganya. S. and</b>	Consumer behavior towards sales promotion techniques was analyzed along with other	The promotional activity encourages buying and satisfies consumer need but they expect

	<b>Imayavendan. V. (2018)</b> Global Journal of Management and Business Research: G Interdisciplinary. 18(2): 43-51	promotional mix which can stimulate sales of the product.	improvement in products price & quality. This may retain consumers for future purchase.
20.	The Influence of Sales Promotion Technique on Customers Buying Behavior on Durable Products During Festive Season. <b>Ramadass. N. &amp; Antony. K. P. P. (2018)</b> IJRAR- International Journal of Research and Analytical Reviews. 5(3): 361-364.	Influence of sales promotion was studied taking into consideration demographics factors namely: age, gender, monthly & gross total income, occupation, family types and number of members.	Sales promotion techniques had significant influence on buying behavior and among demographics significant difference was observed with number of family members other factors shown no significant differences.
21.	Impact of Sales Promotion on Consumer Buying Behavior: A Case of Garments Industry of Pakistan. <b>Khurram Shahzad, Anam Bhatti, Talat &amp; Syeda Mahwish Raza Naqvi (2020)</b> International Journal of Advanced Research in Engineering and Technology (IJARET) 11 (10):104-114.	Impact of sales promotion was examined on some specific brandstextile buying taking into consideration discount, coupon, buy one get one free schemes of sales promotion.	The promotional schemes considered in the study were found to have positive impact on considered brands of textile. Further among all Khadi brand was most preferred and found to have strongest promotional activities. The research framework adopted provides a improved insight on behavior of consumer in varied situations.
22.	The Influence of Publicity and Sales Promotion on Marketing Performance in Nigeria. <b>Michael Segun Ogunmuyiwa (2022)</b> Athens Journal of Business & Economics. 8 (1): 65-78.	In the Global Competitive Environment: Sales Promotion and Publicity are the two marketing tools influences marketing performance in Nigeria. These marketing tools stimulate demand of customers, boost reputation of organizational without considering quality of product and its performance. The research investigated that publicity and sales promotion are significant tools for achieving organizational marketing objectives in the global competitive marketing environment.	Publicity & Sales Promotion tools were considered significantly effecting marketing performance in the New Digital Era at Nigeria. These tools enhance and stimulate customer demand for the company product.